



CITY OF HAYWARD AGENDA REPORT

AGENDA DATE	<u>06/25/02</u>
AGENDA ITEM	_____
WORK SESSION ITEM	_____

TO: Mayor and City Council

FROM: Library Director

SUBJECT: Proposed Library Planning Process

RECOMMENDATION:

It is recommended that the City Council review and comment on this report.

BACKGROUND:

Planning for the Future of the Hayward Public Library. The Hayward Public Library undertook its first long-range planning process in 1987, using a new planning model called the Public Library Planning Process developed by the American Library Association. This process offered a new approach to public library planning. It also introduced a set of public library “roles” for library staff to use in choosing the most appropriate roles their library should fulfill in the community. The process provided public libraries with a tool to improve library management, increase overall library effectiveness, and assess the quality of library services. The planning process resulted in a working document that embodied the vision, goals and objectives for the Library that would guide the provision of service to the diverse and growing Hayward Community for over a decade.

Entering the 21st Century: The Hayward Public Library Plans for the Future. In March 1996 Mayor Roberta Cooper appointed a 23 member Task Force to conduct a study of the Hayward libraries. The purpose of the Task Force was twofold. The first was to examine existing library services to determine if current service levels and facilities were adequate to meet the needs of the Hayward community. The second charge to the Task Force was to develop short and long term recommendations that responded to the results of their examination. This process allowed the Task Force to create an expanded definition of the role of the Hayward Public Library and resulted in the articulation of a unique community vision for the future of the Library. Substantial progress has been made in attaining short and long range goals established in this planning effort.

Planning for Results: A Library Transformation Process. The Library is preparing to engage in another library planning process and considered using the newest version of the planning model produced by the American Library Association as it is built on the role selection processes introduced in earlier planning models that were used so effectively in the initial process undertaken at the Library. As Library Commission members and staff worked through preliminary planning process development with the City Manager, the idea for another planning process emerged. This process combined some elements, such as “role” selection, from the ALA model

and other elements from the recent planning model used during the update of the General Plan that included joint meetings of the City Council and Planning Commission.

The combined planning processes will afford both the City Council and the Library Commission the opportunity to talk directly, allowing points of view to be brought forward, exchanges offered and the opportunity to understand better some of the thinking and rationale that will be presented and ultimately adopted.

The process would involve the development of a fact sheet (based on the strategies developed in the General Plan Update and on the findings of the Mayor's Blue Ribbon Task Force on Library Services) that would be used as a knowledge base about issues of importance in the community to which people participating in the planning process could respond when selecting roles and services responses for the Library.

During the process of developing a planning model, the Library Commission identified a number of groups that would be important to include in some sort of enhanced participation in the planning process that included the school district, from the teachers through the school board and superintendent, the business community and the Chamber of Commerce, seniors, youth, service clubs and organizations that represent the multi-cultural community such as La Alianza de Hayward and the NAACP.

The Library Commission suggests that a special invitation to these groups to make comments at the "scoping" meetings would be an effective way to enhance public participation in the process. Throughout the process of planning development both Commissioners and staff have identified additional ways in which the public could be involved including exhibits and displays at both libraries, a Library Planning page on the City and Library websites, polls of people using the library and people attending various community events.

The following timeline and activities are presented for City Council and Library Commission review in developing a new planning process for the Library:

Early September – Conduct "scoping" meetings with the general community and agencies that partner with the library.

Mid September – Conduct joint Council/Commission work session to select preliminary library service priorities ('roles').

Early October – Conduct joint Council/Commission work session to review and respond to the selected library service responses.

Mid October – Conduct public workshop to review and respond to the selected library service responses.

Late October – Conduct joint Council/Commission work session to review public response to service priorities and take any action necessary.

November – Distribute draft plan to Council and Commission and post plan in library and on website.

Early December – Conduct public workshop to present draft plan and to gather community response to the plan.

Mid December – Conduct joint Council/Commission work session to review the final draft and to recommend any needed changes.

January 2003 – Present the plan to the City Council for approval.

Recommended by:

Marilyn Baker-Madsen, Library Director

Approved by:

Jesús Armas, City Manager

